

Nokia's Location & Commerce business was created to deliver differentiated location experiences for mobile products, the navigation industry, the automotive market and government and business solutions. Our goal is to bridge the virtual world with the real world with a portfolio of location content, an intelligent location platform, and a range of apps and services.

Today, people own and use multiple mobile devices. These devices are getting smarter – first, because they are increasingly connected to the cloud, and second because they're becoming sensor-rich. Thus, they know more and more about their surroundings and the activities of their users. By leveraging our leading position in social location services and location data, Location & Commerce is set to enable a complete offering to consumers and B2B customers that reaches across screens and device types. By complementing hardware, software and services with "smart" social location data, we can help users experience the world in a variety of new and better ways.

Location Content

Location data is the power behind a vast array of experiences such as navigation, location-based services and place discovery. Our offering of location data, including map data, POI data and other forms of location content, enables differentiated experiences across mobile app and platform developers, the automotive environment or Personal Navigation Devices (PNDs).

- 196 countries with maps
- 120M Points of Interest
- 550+ Public Transportation cities
- 38M kms of road powering approximately 175 million navigation-enabled devices

Included in our offering are leading, branded products such as NAVTEQ® Maps and NAVTEQ Traffic™. We also continue to innovate map creation through sensor technology, increasing computing power and storage that enables more data to be processed and modeled than ever before.

Platform

The Nokia Location Platform (aka the "Where platform") provides the world's highest quality and most up-to-date maps plus truly global, yet location-based web and mobile services across all sectors: including phone, smartphone, tablet, web, car, etc. We've built our Where platform around 6 key components, offering an equally broad range of attributes:

- Maps
- Positions
- Places
- Directions
- Guidance
- Traffic

All are uniquely scalable at a global level and optimized for both online and offline enablement. This will allow customers and developers to quickly and cost-efficiently build rich consumer experiences through a powerful set of APIs.

Applications

Location & Commerce also delivers a rich suite of signature applications, like Nokia Maps, Nokia Drive, Nokia Public Transport, Nokia City Lens and Nokia Pulse. Nokia Maps is aimed to reach across screens to encompass mobile, portable, in-car, web and tablet -based environments. All of our applications not only create quality consumer experiences, but they drive and support our platform, contributing data assets through the capture of "activity" data, helping to continuously improve our offering.